

Hector Gargantua

Brand & Marketing Designer | Senior Product Designer

Mexico, Mexico City (CDMX) | +52 55 2729 1769 | i.heal13@gmail.com | [linkedin.com/hector-gargantua](https://www.linkedin.com/hector-gargantua)

Professional Summary

Product and Brand Designer with 8+ years of experience designing digital products and building scalable brand experiences for fast-growing startups and scaleups. I specialize in transforming complex business challenges into intuitive, high-converting experiences through strategic thinking, human-centered design, and close cross-functional collaboration.

My expertise spans brand identity, marketing design, design systems, UI design, prototyping, and iterative product development in agile environments. I partner with marketers, product managers, engineers, and stakeholders to align business goals with user needs and deliver measurable outcomes. I treat visual identity as a strategic business asset and leverage AI-powered workflows to accelerate execution while maintaining quality, consistency, and craft.

I thrive in fast-paced environments where design drives business growth. I'm committed to shipping beautiful, high-converting creative and functional solutions that support business objectives across every channel. Through close collaboration with cross-functional teams, I help strengthen brands, improve performance, and deliver meaningful business impact across every touchpoint. I foster strong cross-functional collaboration focused on delivering high-quality work, achieving impactful outcomes, and consistently meeting deadlines.

Professional Highlights

- Reduced enterprise onboarding time by **20%** at Conekta
- Increased card adoption to **80%** through product design improvements
- Contributed to maintaining **93%+ customer retention** through optimized payment experiences
- Reduced Kueski website bounce rate from **52% to 35%** within three months.

Key Skills

Brand Identity	Design Systems	Cross-functional Collaboration
Brand Systems	UX/UI Design	Agile Methodologies
Marketing Design	AI-powered Design	Motion Design
Visual Design	AI Prompting	Design Thinking
Creative Direction	Creative Strategy	Marketing Campaigns

Professional Experience

Senior Web Designer III

August 2024 - Present

Kueski, CDMX Mexico www.kueski.com

As a member of Kueski's Studio team, I own the design and optimization of high-impact web experiences that strengthen the company's digital presence, support marketing initiatives, and drive business growth. I collaborate closely with Marketing, Product, Engineering, and stakeholders to deliver scalable, user-centered solutions while maintaining a consistent brand experience across the website.

- Reduced website bounce rate from 52% to 35% within three months through UX, visual design, and information architecture improvements
- Designed and optimized landing pages, campaign pages, and conversion-focused web experiences for product launches, seasonal campaigns, and strategic business initiatives

- Built scalable web templates and reusable design patterns that accelerated content production while maintaining brand consistency
- Collaborated with cross-functional teams throughout discovery, design critiques, QA, and implementation to ensure high-quality execution
- Leveraged AI-powered workflows to accelerate ideation, visual exploration, and content creation while maintaining design quality and brand standards
- Contributed to evolving Kueski's visual language across digital touchpoints, ensuring consistency between marketing, product, and web experiences

Visual Product designer

March 2023 - August 2024

Conekta, CDMX Mexico www.conekta.com

Designed product experiences that aligned business objectives with customer needs for one of Mexico's leading fintech companies. Partnered with Product Managers, Engineers, and stakeholders to improve activation, retention, and overall customer experience through research-driven design decisions.

- Increased card adoption to 80% by designing product experiences that improved activation and customer engagement
- Contributed to maintaining customer retention above 93% through frictionless payment experiences and continuous UX improvements
- Reduced enterprise onboarding time by 20% by simplifying key user flows and optimizing critical product interactions
- Led UX research, prototyping, and iterative design processes to validate solutions before implementation
- Applied Design Thinking, research, prototyping, and AI-assisted workflows throughout the product design process
- Worked closely with Engineering and Product teams to prioritize initiatives, balance technical constraints, and deliver measurable business outcomes

Senior Visual Designer

June 2019 - April 2023

Conekta, CDMX Mexico www.conekta.com

Led brand design initiatives that strengthened Conekta's visual identity while supporting business growth across digital and offline channels. Played a key role in establishing scalable design foundations and maintaining brand consistency during a major company rebrand.

- Contributed to initiatives supporting the company's long-term revenue growth strategy, including projects aligned with MX\$300M annual revenue goals
- Contributed to the creation and evolution of Conekta's Design System, improving consistency and collaboration across teams
- Supported the company's rebranding initiative by developing scalable visual assets and brand guidelines
- Designed marketing, product, and communication materials across digital and print channels
- Collaborated with Marketing, Product, and Leadership teams to deliver creative solutions aligned with business objectives

Art Direction Trainee

August 2017 - February 2018

Fondazione LILA Milano, Milano, Italy LILA Milano

Supported the development of national awareness campaigns promoting sexual health across Italy. Collaborated with multidisciplinary teams to create visual communication materials that strengthened public engagement and reinforced the organization's mission.

- Designed marketing and communication assets for nationwide health campaigns
- Collaborated with creative teams to develop visual concepts across print and digital media
- Contributed to maintaining a consistent visual identity across campaign materials.

Education & Professional Qualifications

- 2026** REPENSAR | Product Design Fundamentals
- 2022** EBAC | UX/UI Design Course
- 2021** Coder House | UX/UI Design Career
- 2017** NABA (Nuova Accademia di Belle Arti) | Graphic Design & Art Direction
- 2014** UVM (Universidad del Valle de México) | Lic. en Diseño Gráfico

Honors & Awards

- 2025** Kueski | Certificate of recognition for outstanding results during Buen Fin (2025)
- 2023** Conekta | Certificate of recognition for outstanding results during 2022

Tech Skills

Figma, Adobe Creative Suite, HTML/CSS, Webflow, Jira, Clickup, Zoom, Google Workspace, AI Tools (Claude, Figma Make, Magic Patterns, Midjourney, Gemini, ChatGPT, Runway)

Languages

Spanish Native, **English** B2-C1